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Date: June 24, 2009

Name: Vincent J. Gnoffo

Signature: 

Our Case No.12729/11

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Application of:

David Shen, et al.

Serial No.: 10/633,168

Filing Date: August 1, 2003

For: METHOD AND APPARATUS FOR  
ASSESSMENT OF  
EFFECTIVENESS OF  
ADVERTISEMENTS ON AN  
INTERNET HUB NETWORK

)  
)  
) Examiner: Donald Champagne

)  
) Group Art Unit No.: 3688

)  
) Confirmation No.: 4598

**AMENDMENT C AND INTERVIEW SUMMARY**

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

In reply to the Office Action dated May 12, 2009, Applicants respectfully request that the following amendments be entered and the remarks considered.

**Amendments to the Claims** begin on page 2 of this paper.

**Remarks** begin on page 10.